GASOLENE GOSSIP

By HANK CALDWELL.

Study in Gasoeconomics.

Although the increased cost of gasolene this winter drove a large number of cars into dead storage a few gentle spring days will bring them merrily out again. We must motor if we have to discharge the maid and hang the landlerd up for the house

The first shock of 25-cent gas has worn off to a great extent, and before Easter we may be prepared to pay 40 or 50 cents without grumbling.

Gasolene experts continue to maintain that the good old days of 14, 16 and 18 cent gas have gone never to return. If so, there is nothing to do but adjust our pocketbook to meet our carburetor and content curselves with shorter joy rides and fewer

stops at the wayside tavern. Many of us have been wasting gas. A few sharp lessons in economy may serve as a lasting benefit. We may learn, if we drive, how to get the same or even a better result by using only half of the precious fluid

You may not know it is a fact that one man can get twenty miles to the gallon and another can take the same car, withoupt a change or adjustment of the carburetor, and get no more than twelve or fifteen miles to the gallon. If you are an extravagant user of gas let some enonomical cus show you the trick.

I was talking to Joseph Tracy last week on this subject and find he is not in favor of advising motorists to monkey with their carburetors in an sitempt to cut down on the consumption of gas. Neither is he favorable to the application of mechanical gas savers. Mr. Tracy has a laboratory at Rutherford, N. J., where he is constantly conducting experimental tests for inventors and manufacturers of cars, parts and accessories. He has tested a great many carburctors and so-called gas saving devices.

It is frequently possible, he says, to so adjust a standard carburetor that it will save a little gas, but you then invariably reduce the power of the motor, with a consequent reduction of speed and hill climbing ability.

This may be satisfactory to some drivers, but the average driver wants his engine to deliver its full power. The more satisfactory way to save gas is, therefore, to keep your carburetor adjusted so it will feed the motor the proper amount of fuel and then learn to use this flow of fuel to the most economical advantage.

Since the price of gasolene has been jumping up manufacture: of various mechanical gas savers have been advertising their devices extensively. I fail to find that any of these attachments will do what is claimed for them.

It is not hard to find a man who has tried one of these attachments and who will tell you it is the greatest thing he ever put on his car. This is easily explainable. An owner who would invest \$5 er \$10 for such an accessory has made up his mind before he huys it that he is going to save gas. When he receives the attachment he puts it on, or has it put on by a mechanic; sometimes by the man from whom he purchased it.

In this process he learns a good deal about his carburetor, more perhaps than he knew before, and the theory of economical driving. He may save considerable gas, but the saving is due more to his caution than to the attachment. He keeps track of his gasolene and makes a systematic effort to save fuel. It is quite likely he would have saved more gas had he taken the trouble to study his carburetor and the art of driving on the minimum amount of

It is the old story. A man goes to his doctor and pays \$5 to be told how to live the simple life and are not well adapted to the economical operation try to get at its value by driving or sending it to a conserve his health. His wife may have been telling of the motors. It's a strange thing that some of second-hand car dealer for his best cash price.

amart enough to charge him \$5 for the advice.

If it is necessary for a man to pay \$5 for a mechanical toy to show him the value of being cautious in the use of gas, then it may be a good investment, but quite unnecessary.

The Kerosene Carburetor.

The kerosene carburctor is another hope which has been held out recently to the motorist who is worried over the cost of gasolene. Gasolene manufacturers are extremely anxious to have the cause of the kerosene carburetor advanced. I dare say there is a clean prize of \$100,000 awaiting the inventor of the successful carburetor which would use up the excess supply of lamp oil. Hundreds of inventors are working on the problem and there ere numerous kerosene carburetors on the market. But experts tell me none of them is suitable for the automobile engine.

A mixture of kerosene and air is not effective in an internal combustion engine unless it can be delivered continuously at a uniform temperature, and so far it has not been possible to accomplish this in the automobile meter.

Neither is it possible to start a cold motor with cold kerosene. In nearly every type of kerosene carburetor the inventor plans to start the engine on gasolene and then switch over to the heavier

In addition to these two serious objections there is a third, which prohibits the use of kerosene. It throws off an excessive amount of carbon, and the valves soon fail to close tightly, with the result of a loss of power and the expense of grinding the valves frequently.

Practically every kerosene carburetor inventor offers his creation to the big oil manufacturers. The Standard Oil Company has examined and experimented with dozens of new kerosene carburetors, and I understand this company has not yet given up search for one that will meet the requirements

of the automobile engine. Should the price of gasolene rise to 50 cents a gallon, as some oil men predict it will, the motorist may find it necessary to try out the kerosene carburetor, but until that price is reached gasolene will be the universal fuel for motor cars.

Use the Best Carburetor.

It is unquestionably a fact that not all of the cars on the American market are equipped with the gasolene carburetor which is best suited to their motors. E. A. Bates, of the Rayneld Carburetor Company, says: "There are two factors for the motorist to give especial attention if he wants car is worth do not waste more time "shopping to keep down his gasolene expense. One is the carburetor he uses and its adjustment; the other is the condition of his valves.

"It is very often possible, at the expense required for grinding valves, to so increase the mileage of any motor that the difference is very perceptible in the gasolene bill. There is also the advantage of more power and a better running engine. Motorists would do well if they would pay more attention to the valves in their car, and if it is regularly run, have the valves ground not less than twice a year, when he starts to drive again he at least has and preferably three times. With modern motor design, valves are so accessible that this is usually a comparatively small job, and it will show good results in economy.

"The most important factor in obtaining economy is the carburetor. There are a great many carburetors on the market; some of them are very good and some of them ordinary. Manufacturers, however, who are affected by the cost of their cars quite frequently equip them with carburetors which

him the same thing for a year, but she was not the most popular cars should not be equipped with carburetors costing the manufacturers but a slight advance, and which would prove decidedly more satisfactory to the users.

"Then there are cars equipped with well made carburetors which are not properly fitted to the particular motor. Few motorists understand that with the better automobiles the carburetor is as carefully designed to fit the motor as any other part of the machine, and is in small but important details different from the same make of carburetor used on other cars. When a motorist purchases a car of this kind he can be sure of the very best results.

"For a motorist whose car is equipped with an inferior carburetor there is nothing that will give more pleasure, in the improved running of the car, than the purchase of a first class carburetor. It will not only result in economy, which will go a long way toward offsetting any increase in the cost of gasolene, but it will make the motor more satisfactory in every respect. Many thousands of motorists have had this experience, and those who have not yet enjoyed it will find a surprise awaiting them when they do get a new high grade carbu-

Tips to Car Buyers.

Here is a good rule to follow when you start to rade in your old car and buy a new model.

Before you look at the new car make the rounds of the used car departments of the various dealers in new cars and the stores of the dealers in

Ask to see a car of the same make and age as your old one, the car you wish to trade in. If you have a popular make of car and it is not more than three years old you will probably find two or three of the same model in the New York exchange car market.

Compare their condition with the condition of your car and get the dealer down to his "rock bottom" price. If you find three or four models about as good as yours and all on the market at different prices, add the prices together and divide the total by the number of cars you have looked at. This will give you an average which should represent a fair selling price for your car. Deduct from that a reasonable profit for the dealer, who must, of course, sell your old car again after you turn it in, and then you have arrived at the value of

Now look at the new car you have settled upon, and if the agent offers you what you know your around" for a "longer" allowance on your old car-You might get more from another agent, but you must consider what he is offering you in a new model.

From your own logical reasoning you know his car cannot be worth what he is asking for it or he could not make you a longer allowance than the agent who handles the car of your first

When you try to do an agent out of a fair margin of profit on a new car, by selling him your car for more than it is worth in the open used car market, you are bucking a natural law of honest trading and somebody is going to be the loser. It will not likely be the agent, although you may

think so when you first get the new car. It is a wise plan to find out how much your car is worth in the old car market, but it is invariably a foolish plan to sell it for more than it is

worth on a trade deal involving a new car. Owners who wish to trade in an old car often oldest jokes in the business. They have callers on that kind of a mission many times a day. They can neglected. tell the man who is looking for information as soon as they see him stop at the curb. If they gave up their time to this work they would stand in the street all day appraising cars. And here is another small tip. If you are dicker-

ing with an agent for a new car, particularly an agent in a small city, and he tells you to go to another agent who handles a different car and who will allow you more for your car, don't go.

Agents are all trying to keep allowances down to a standard by which they can make a living profit. When they hear of a man who is making crazy allowances just to sell his new cars, they send him all the business they can so he will break his neck as quickly as possible and close up shop.

Ten to one he is selling a car on which the factory allows him a cut rate discount and which is not worth the money.

Befogging the Traveller.

There has never been a time in the history of automobiling in the United States when we needed a strong national body to combat hostile and destructive legislation more than at present. Legislatures are hot on the trail of the motorist. Each body of state lawmakers has its own pet ideas about raising license fees and enacting laws to regulate driving. Boards of aldermen and city and the curbing of headlight glare.

The "safety first" campaign is rapidly developing into absurdity first and common sense last.

No one will deny that reckless driving and headlight glare must be regulated, but there is no sense in a different rule for each state and municipality. There should be a uniformity about all laws designed to protect the pedestrian and the law-abiding, reasonable motor traveller. The attempts to check headlight glare are quite

sane and proper, but if all the states are going to fix a different distance at which a headlight can show shead of the car and from the ground, the interstate tourist will be compelled to carry a special dimmer attachment for every state he

The bills to regulate glare fix the distance at which the light can shine head on from 50 to 75 feet, and the elevation from the ground from 3 to

If all these are passed we will need a local pilot lawyer and a tape measure whenever a state or city line is crossed en tour.

It would certainly be possible for a national motoring association to standardize these new laws and impress upon the various legislatures the value of having them uniform. The American Automobile Association is the only

national body we have in America and could hardly he called upon to carry on much more national work than it has undertaken, unless the motorists of the country are willing to furnish a larger fund

The A. A. A., so called, is maintained by a meagre support from state automobile associations and clubs. These state associations are supported by city and county automobile clubs,

It is natural, of course, for a local club to spend its income at home and leave little appropriation for the state organization, and it is equally natural for the state organization to confine its operations within the borders of its own state, leaving little appropriation for the national body.

The average motorist does not realize how much travel outside of his home town, county or state, the front seats, specially the driver, suffer.

With the second-hand dealer this is one of the he sees that many things which might have been done for his comfort and convenience have been

As time goes on he will doubtless see much more left undone than formerly, unless he railies stronger to the support of his club and state asso- lever, instruments on the control board, brite ciation and sees that a fair amount of his contribution goes on higher up for necessary national work.

The Used Car 400.

In the same sense that a wealthy man can afford to wear shabby clothes, a woman of fashion can afford to be seen in a used car.

It would amaze you to know how many wealthy people, men and women of high social position, ride in "exchange cars."

We have in the United States a large class of automobile buyers who were forced to purchase a new car every year. The eyes of their business and social competitors are riveted upon them, and arms, all have their influence. It is an important if they do not appear in the latest models at the earliest possible moment it is immediately sent broadcast that they are about to fail in business.

The handsome cars which are annually turned in by this class of "first model" buyers could not be taken over by the buyers who are constantly searching for "something cheap in a used car." They could not afford to maintain cars of that type, which require one or more servants and an enormous sum for upkeep and garaging.

Only the "independently wealthy" can afford to councils are figuring on new traffic ordinances buy the high class cast-off cars. They must be independently wealthy in several ways. They must own and operate a garage full of cars, so that the addition of another car to their collection would not be noticed. They must move among people who do not discuss cars; in other words, people who have owned cars so long they have grown tired of discussing them and now employ the motor only as a quick, comfortable, convenient means of trans-

The high grade car is a ready seller among this class of automobile users. Dealers who handle these machines know where to place them at a fair margin of profit. To the purchaser such a car is a real bargain, It is generally in perfect mechanical order, and by making a few minor changes in fitings and color the "independent" man or woman of prominence or wealth obtains a machine which newers every demand. Sales of this nature receive no publicity and the

oniers who cater to those who are always in the market for the highest grade of exchange cars guard their list of regular customers with secrecy. The sale is, in fact, usually made, not direct to the owner, but to his head chauffeur or purchasing The wealthy men of Boston, Philadelphia and other Eastern cities buy used cars in the New Thus we have the 400 of the Hub and the City

of Brotherly Love absorbing the cars which are turned in by the New Yorker, who must, by reason of his false position, take on a new, expensive machine every year.

Uncomfortable Driving Seats. In an editorial on the "uncomfortableness" of

the driving seat in the average car of 1916 model "The Automobile" of February 3 says:

"There is room for improvement in a great many cars, particularly as regards the driving seat. No criticism can be made of the room in the tonneau of the 1916 car, but it is a question if some of this room is not being obtained at the expense of the driving compartment, thus providing a superabunnational work there is to do. When he begins to dance of space in the rear while the occupants of

"There are many important details about 24 to sign of the driver's seat, and not only do then to tails affect the sitting posture, but also the on venience of control.

"The handling of the steering wheel, gear shifts clutch and accelerator pedals keep the hands and feet of the driver of such a variable-speed vehicle as the automobile constantly on the move. The movements of driving amount to a material by after the end of a day's run, and careful notice study on the part of the designer would terrain be thankfully received by the occupant of a

"Probably the driver himself would not be the to tell why he left the seat of one car feeling free and fit to continue the journey after a run of a whole day while on another car he was ween before half the day was over. The position is the seat, reach for the pedals, position of the feet and matter to have the driver's seat correct.

"The man who foots the bills of motoring theely receive careful attention, and since 90 per cest; the owners of cars drive, it behooves the man facturer and designer to realize what an important personage the driver is after all."

Cutting Out the Cut Rater. The cut rate automobile accessory dealer, price

wrecker and fake catalogue swindler will soon have to meet an organized opposition to his piracy while may in time drive him completely out of business

The National Association of Automobile Areasory Jobbers has attained a membership of man-300 legitimate jobbers and manufacturers of a cessories. It started in New York last summe with a membership of fourteen, and before to next meeting of the organization is held, at R. Springs, Va., May 9 to 12, the membership wi undoubtedly pass the 300 mark. One of the main objects of the association is to

weed out the real jobbers, publish a list and fees the manufacturers to do business with all dealer not in the list only as retailers and at retail & While the country is filled with near-jobbers

appears that the genuine jobber, who does not at retail, is in the majority and can hold the win hand by organizing against the goats. It is a good healthy move for the trade at

should be encouraged by the consumer of actor bile accessories. In the long run the accessory are wrecker skins the consumer. That is what starts out to do, and while he may not do it direct ly or at first, he will as soon as he thinks the m portunity is ripe.

jobber and demanding jobbers' discounts in business.

He is a double throat cutter, first slashing in legitimate retailer and then the consumer; a is down rascal who thrives by stealing from b ends and the middle. He has a million tricks is one of the hardest of business thieves to com The law never reaches him because he is too n ning, and the only way to drive him out is to m port a legitimate trade organization which i the power to shut off that portion of his suppl and window display which he uses for balt.

"ONLY CITIZENS PROMOTED"

The Packard Company So Notifies Its 12,300 Employes.

not only the language but good citizen ship, and they are urged to become

apmobile officials,
DuRois Young, works manager and
F. W. Wright, New York Auburn

MEN AND MOVES IN THE MOTOR TRADE

formerly occupied by the American Locometive Company, and the entire second floor of the same building. These
quarters give them a frontage of half
a block on Broadway, on the second
floor, between Sixty-second and Sixtythird Streets. The new location when
completely occupied will house the retail 'elesroom, the general offices,
wholesale department, second-hand department, shops and stockroom department. In other words, the entire organization will be under one roof,
which always speaks for economical
operation of any business. Ralph W. Ashcroft has been made advertising manager of the United States Tire Company, with headquarters in the U.S. Rubber Building, New York. Mr. Ashcroft was promoted from the Canadian department of the U.S. Tire.

Ch. Sticking by his post until he was toon to produce between 1,000,000 and too produce betwee

M. W. Higgins, formerly Eastern district sales manager of the Lexington Company, has taken charge of the New York branch and will handle both the In the older factories there are hunded in the older factories there are hunded of skilled workmen who were rought over when the industry was oung and when we needed them to how us how.

Hupps at Home in Chicago.

The Chicago show week was a regardar homeocoming for several of the upmobile officials.

Harry Pyke, formerly sales manager of the Chalmers New York near and the latest Chalmers New York next week as a member of the Carl H. Page. Mitchell sales organization. Mr. Pyke, formerly sales manager of the Chalmers New York next week as a member of the Chalmers New York next week as a member of the Carl H. Page. Mitchell sales organization. Mr. Pyke, formerly sales manager of the Chalmers New York next week wholesale and retail. Mr. Higgins is not a stranger in New York or to death wholesale and retail. Mr. Higgins is not a stranger in New York or to the atomobile trade from the dramatic world, was once called the Adonis of Automobile trade from the dramatic world, was once called the Adonis of Automobile Row, and he hopes to regain the title after recovering from the deadly effects of the Boston food and climate.

Boston food and climate.

Bullots Young, works manager and the man who is turning out the Hupmobiles despite the stringency in the parts and the material market, was born in Chicago and learned the man utacturing business with the G. A Crosby Company

Harry Westerdale, the Hupp assistant advertising manager, is a graduate of the University of Chicago, and was connected with the "Chicago Hersid" and the Shaffer papers for many years.

J. S. Patterson, the assistant advertising manager, was a former Chicago newspaper man.

More Tires Go Up.

The Michelin and Lee tire companies joined the advancing tire procession last week and increased their prices. Lee puncture-proof casings were put up 15 per cent and other casings 10 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 15 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michelin cusings went up from 10 to 16 per cent.

Michel

drive for pleasure only is generally company, of Detroit, notified its workmen, numbering 12300, that only cittlens of the United States would be this business.

The Brady-Murray Motors Corporation is building two new racing cars from have plain that the company would not discharge a man because he is an allen.

The effect of the nutification was a wholesale rush among the workmen to their risrst papers. Factory forgene report that the nutie risrst papers. Factory forgene report that the nutie was fasted out their first papers. Factory forgene report that the nutie was fasted to the their first papers. Factory forgene report that the nutie was fasted to the their first papers. Factory forgene report that the nutie was fasted to the their first papers. Factory forgene report that the nutie was fasted to the their first papers. Factory forgene report that the nutie was fasted to the their first papers. Factory forgene report that the nuties was fasted to the their first papers. Factory forgene report that the nuties was fasted to the nuties of the standard propers. The forgene report that the nuties was fasted to the nuties of the standard propers. The forgene report that the nuties was fasted to the standard propers. The forgene report that the nuties was fasted to the standard propers and the fast of the standard propers and standard propers. The forgene report that the nuties was fasted to the standard propers and the fast of the

Percy Owen, who has just organized scribers,

PREDICTS RISE GRANT A BIG IN CAR PRICES HILL CLIMBER

War Is Responsible

Hugh Chalmers Says the Latest Arrival in New York Has Topped the

for Advance.

Western Peaks.

Mr. Murray, of the Brady, Murray Company, New York Chandler agents, says the Chandler factory is producing fifty cars a day and will deliver 20,000 fifty cars a day and wi Passenger Six-40 model \$100, to \$1.450, Hugh Chalmers makes a prediction which is of interest to all motor car are company to manufacture its cars in Canada, with a capital of \$1,000,000.

The National Tractor Association, composed of thirty-three makers of by Paul Smith, vice-president of solitors, of Methers Company will organize a company to manufacture its cars in Canada, with a capital of \$1,000,000.

Frank B. Willis has been promoted by Paul Smith, vice-president of solitors, of hether their orders.

The National Tractor Association, composed of thirty-three makers of by Paul Smith, vice-president of solitors, of which should be quite satisfactory to farm tractors, will hold a show at St. Louis, Mo. in July, when 100 new tractors, will bold a show at St. Louis, Mo. in July, when 100 new tractors, will be exhibited.

Mitchell Output Assured.

The Harding Motor Car Company, headed by F. I. Harding, formerly of the Peerless company, and W. C. Spaulding, is manufacturing a sevent-passenger twin-six, at Cleveland, Ohio. It will be marketed at the Harding.

W. O. Rutherford has been made general sales manager of the Good-rich Tire Company. He was formerly assistant to Vice-President Raymond. The Hollander & Randall Company, New York Grant distributers, has taken on the H. A. L., which is being manu-factured by Harry Lozler.

the "Charge Herald" and the Shaffer speeces of many yours, and the shaffer speeces for many yours, and the shaffer speeces for many yours, and the shaffer speeces for many yours, and the shaffer speeces of the contract with the Fifth Assemble speeces of the contract with the contract with the Fifth Assemble speeces of the contract with the Call speeces of the contract with the contract with the Call speeces of the contract with the Call speeces of th

B. G. Work has been reelected presi-dent of the B. F. Goodrich Company. The company's net profits last year were \$12,300,000, as against \$5,440,000 in 1914. H. E. Raymond, A. H. Marks tarian principle that the business

gineer of the Saxon Motor Car Com-pany, succeeding R. E. Cole, who re-signed, with Percy Owen, to start the Liberty Car.

Nearly 16,000 freight carloads of au-

An outgrowth of the Chicago show, just closed, was the National Automobile Trade Association, to succeed the Associated Garages of America, formed last year. Robert A. Wilson was chosen secretary of the new association, which will be composed of car dealers, garage owners, repair shop owners and supply store keepers.

It is the purpose of the association to cooperate with existing city dealers associations.

R. M. Owen has returned from a trip.

He gets his goods in two ways, by posing a

manufacturers and by gathering in, for a lim eash, an immense stock of accessories from either jobbers or makers who have failed in bushe He baits the consumer with the live goods her from the running maker and he soaks the const as often as he can with the obsolete goods po chased from the sale of the maker who is out

LESS PLEASURE DRIVING

Car of To-day Is Used by Men Wh

Want Action at Low Cost. "The percentage of car owners "

Crude rubber prices dropped about 6 conts a pound last week, but tire makers showed no disposition to buy heavily.

B. G. Work has been reelected president of the B. F. Goodrich Company.

and E. C. Shaw are now vice-presidents.

W. K. Knowles has become chief enCars are no longer invaries

Cars are no longer invaries

Cars are no longer invaries

Lovers of horses will be gad that at least one motion truck manuary. 1914, only 8, 300 carloads were shipped, showing an increase of nearly 90 per cent in business for the first month of what looks like a double record year for the motor industry.

The Maxwell Company announces that it will produce about seventy-five thousand cars before July 1.

Lovers of horses will be gad that at least one motion truck manual that at least one motion truck manual to make with the last days of our faithful find the last days of our faithful find wention of Cruelty to Animals has been delivery of a Garford truck that it will produce a motion truck manual truck manual that at least one motion truck manual truck manual that at least one motion truck manual truck manual that at least one motion truck manual truck manual that at least one motion truck manual that at least one motion that at least one motion truck manual that at least one motion that at least one motion truck manual that at least one motion truck manual that at least one motion Lovers of horses will be glad to